WHAT IS CLAIMED IS:

1. A brush comprising:

a core curved along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature; and

a plurality of bristles connected to the core, the bristles defining a cross-section of the brush that varies over at least a portion of the length of the core in a manner that is not geometrically similar,

wherein the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature, and

wherein the core passes through the center of the cross-section of the brush at at least one location along the length of the core.

2. The brush of claim 1, wherein the brush comprises at least three side faces having shapes differing from one another.

3. The brush of claim 1, wherein, when the core is straightened, the bristles define a notch defining a maximum width between ends of the notch.

4. The brush of claim 1, wherein, when the core is straightened, the bristles define a notch, the notch being concave in a direction substantially perpendicular to the core.

5. The brush of claim 3, wherein the notch is partially cylindrical about an axis perpendicular to the axis of the core when the core is straightened.

6. The brush of claim 3, wherein the notch is concave.

7. The brush of claim 3, wherein, when the core is straightened, the bristles define an odd number of notches.

8. The brush of claim 7, wherein the number of notches is one of three, five, and seven.

9. The brush of claim 1, wherein, when the core is straightened, the bristles define at least four side faces, two of the four side faces being substantially planar and two of the four side faces not being substantially planar, wherein the two substantially planar side faces are adjacent to one another and the two side faces that are not substantially planar are adjacent to one another.

10. The brush of claim 1, wherein the bristles define at least one cross-section that is substantially rectangular, and wherein, when the core is straightened, the bristles define two adjacent substantially planar faces and two adjacent concave faces.

11. The brush of claim 1, wherein, when the core is straightened, the bristles define a general peanut shape having at least one flat side.

12. The brush of claim 1, wherein, when the core is straightened, the bristles define a general peanut shape having at least three substantially planar facets defining a substantially triangular shaped cross-section along a portion of the length of the brush.

13. The brush of claim 1, wherein the brush is made from a blank having a general shape chosen from a substantially bullet shape, a substantially peanut shape, a substantially buoy shape, a substantially fish shape, a substantially hourglass shape, and a substantially football shape.

14. The brush of claim 13, wherein the bristles define a cross-section having at least one of a maximum cross-sectional area and a minimum cross-sectional area located between two axial ends of the brush.

15. The brush of claim 1, wherein the core is located off-center in the cross-section of the brush over at least a portion of the length of the brush.

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16. The brush of claim 1, wherein the core comprises a twisted wire core having one of a left-hand pitch and a right-hand pitch.

17. The brush of claim 16, further comprising a stem connected to the core and having an axis, the stem being located at one end of the core, the core having a left-hand pitch and being curved in a manner so as to decrease inclination of helical sheets formed by ends of the bristles relative to the axis of the stem in a direction facing away from the stem.

18. The brush of claim 1, wherein the bristles have differing lengths.

19. The brush of claim 18, wherein longer bristles define an envelope surface defining a volume containing shorter bristles.

20. The brush of claim 1, wherein the cross-section includes peripheral steps over at least a portion of the length of the core.

21. The brush of claim 1, wherein the core passes through a point other than the center of the cross-section of the brush at at least one location along the length of the core.

22. The brush of claim 21, further comprising a stem connected to the core, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located adjacent the stem.

23. The brush of claim 21, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located at a free end of the core.

24. A system comprising:

the brush of claim 1; and

a reservoir configured to contain a product to be applied by the brush.

25. The system of claim 24, further comprising product contained in the reservoir, wherein the product is a hair product.

26. The system of claim 25, wherein the product is mascara.

27. The system of claim 24, further comprising a wiper associated with the reservoir.

28. The system of claim 24, wherein the brush comprises a cap configured to close the reservoir.

29. A method of applying product to keratinous fibers, comprising:

providing the brush of claim 1;

loading the brush with product; and

applying the product to keratinous fibers with the brush.

30. The method of claim 29, wherein the keratinous fibers are eyelashes.

31. A brush comprising:

a core curved along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature, the curve having a convex side and a concave side; and

a plurality of bristles connected to the core, the bristles comprising ends defining an envelope surface of the brush and the bristles defining a cross-section of the brush that varies over at least a portion of the length of the core in a manner that is not geometrically similar,

wherein the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature, and

wherein, in the plane of curvature, the distance from the convex side of the curve to the envelope surface varies along at least a portion of the length of the core.

32. The brush of claim 31, wherein the brush comprises at least three side faces having shapes differing from one another.

33. The brush of claim 31, wherein, when the core is straightened, the bristles define a notch defining a maximum width between ends of the notch.

34. The brush of claim 31, wherein, when the core is straightened, the bristles define a notch, the notch being concave in a direction substantially perpendicular to the core.

35. The brush of claim 33, wherein the notch is partially cylindrical about an axis perpendicular to the axis of the core when the core is straightened.

36. The brush of claim 33, wherein the notch is concave.

37. The brush of claim 33, wherein, when the core is straightened, the bristles define an odd number of notches.

38. The brush of claim 37, wherein the number of notches is one of three, five, and seven.

39. The brush of claim 31, wherein, when the core is straightened, the bristles define at least four side faces, two of the four side faces being substantially planar and two of the four side faces not being substantially planar, wherein the two substantially planar side faces are adjacent to one another and the two side faces that are not substantially planar are adjacent to one another.

40. The brush of claim 31, wherein the bristles define at least one cross-section that is substantially rectangular, and wherein, when the core is straightened, the bristles define two adjacent substantially planar faces and two adjacent concave faces.

41. The brush of claim 31, wherein, when the core is straightened, the bristles define a general peanut shape having at least one flat side.

42. The brush of claim 31, wherein, when the core is straightened, the bristles define a general peanut shape having at least three substantially planar facets defining a substantially triangular shaped cross-section along a portion of the length of the brush.

43. The brush of claim 31, wherein the brush is made from a blank having a general shape chosen from a substantially bullet shape, a substantially peanut shape, a substantially buoy shape, a substantially fish shape, a substantially hourglass shape, and a substantially football shape.

44. The brush of claim 43, wherein the bristles define a cross-section having at least one of a maximum cross-sectional area and a minimum cross-sectional area located between two axial ends of the brush.

45. The brush of claim 31, wherein the core is located off-center in the cross-section of the brush over at least a portion of the length of the brush.

46. The brush of claim 31, wherein the core comprises a twisted wire core having one of a left-hand pitch and a right-hand pitch.

47. The brush of claim 46, further comprising a stem connected to the core and having an axis, the stem being located at one end of the core, the core having a left-hand pitch and being curved in a manner so as to decrease inclination of helical sheets formed by ends of the bristles relative to the axis of the stem in a direction facing away from the stem.

48. The brush of claim 31, wherein the bristles have differing lengths.

49. The brush of claim 48, wherein longer bristles define an envelope surface defining a volume containing shorter bristles.

50. The brush of claim 31, wherein the cross-section includes peripheral steps over at least a portion of the length of the core.

51. The brush of claim 31, wherein the core passes through the center of the cross-section of the brush at at least one location along the length of the core and the core passes through a point other than the center of the cross-section of the brush at at least one location along the length of the core.

52. The brush of claim 51, further comprising a stem connected to the core, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located adjacent the stem.

53. The brush of claim 51, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located at a free end of the core.

54. A system comprising:

the brush of claim 31; and

a reservoir configured to contain a product to be applied by the brush.

55. The system of claim 54, further comprising product contained in the reservoir, wherein the product is a hair product.

56. The system of claim 55, wherein the product is mascara.

57. The system of claim 54, further comprising a wiper associated with the reservoir.

58. The system of claim 54, wherein the brush comprises a cap configured to close the reservoir.

59. A method of applying product to keratinous fibers, comprising:

providing the brush of claim 31;

loading the brush with product; and

applying the product to keratinous fibers with the brush.

60. The method of claim 59, wherein the keratinous fibers are eyelashes.

61. A brush comprising:

a core curved along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature; and

a plurality of bristles connected to the core, the bristles defining a cross-section of the brush that varies over at least a portion of the length of the core in a manner that is not geometrically similar,

wherein the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature, and

wherein, when the core is straightened, ends of the bristles define at least one notch having a maximum width located between ends of the notch spaced apart from one another along the length of the brush.

62. The brush of claim 61, wherein the brush comprises at least three side faces having shapes differing from one another.

63. The brush of claim 61, further comprising at least one additional notch.

64. The brush of claim 61, wherein the notch is concave in a direction substantially perpendicular to the core.

65. The brush of claim 61, wherein the notch is partially cylindrical about an axis perpendicular to the axis of the core when the core is straightened.

66. The brush of claim 61, wherein the notch is concave.

67. The brush of claim 61, wherein, when the core is straightened, the bristles define an odd number of notches.

68. The brush of claim 67, wherein the number of notches is one of three, five, and seven.

69. The brush of claim 61, wherein, when the core is straightened, the bristles define at least four side faces, two of the four side faces being substantially planar and two of the four side faces not being substantially planar, wherein the two substantially planar side faces are adjacent to one another and the two side faces that are not substantially planar are adjacent to one another.

70. The brush of claim 61, wherein the bristles define at least one cross-section that is substantially rectangular, and wherein, when the core is straightened, the bristles define two adjacent substantially planar faces and two adjacent concave faces.

71. The brush of claim 61, wherein, when the core is straightened, the bristles define a general peanut shape having at least one flat side.

72. The brush of claim 61, wherein, when the core is straightened, the bristles define a general peanut shape having at least three substantially planar facets defining a substantially triangular shaped cross-section along a portion of the length of the brush.

73. The brush of claim 61, wherein the brush is made from a blank having a general shape chosen from a substantially bullet shape, a substantially peanut shape, a substantially buoy shape, a substantially fish shape, a substantially hourglass shape, and a substantially football shape.

74. The brush of claim 73, wherein the bristles define a cross-section having at least one of a maximum cross-sectional area and a minimum cross-sectional area located between two axial ends of the brush.

75. The brush of claim 61, wherein the core is located off-center in the cross-section of the brush over at least a portion of the length of the brush.

76. The brush of claim 61, wherein the core comprises a twisted wire core having one of a left-hand pitch and a right-hand pitch.

77. The brush of claim 76, further comprising a stem connected to the core and having an axis, the stem being located at one end of the core, the core having a left-hand pitch and being curved in a manner so as to decrease inclination of helical sheets formed by ends of the bristles relative to the axis of the stem in a direction facing away from the stem.

78. The brush of claim 61, wherein the bristles have differing lengths.

79. The brush of claim 78, wherein longer bristles define an envelope surface defining a volume containing shorter bristles.

80. The brush of claim 61, wherein the cross-section includes peripheral steps over at least a portion of the length of the core.

81. The brush of claim 61, wherein the core passes through the center of the cross-section of the brush at at least one location along the length of the core and the core passes through a point other than the center of the cross-section of the brush at at least one location along the length of the core.

82. The brush of claim 81, further comprising a stem connected to the core, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located adjacent the stem.

83. The brush of claim 81, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located at a free end of the core.

84. A system comprising:

the brush of claim 61; and

a reservoir configured to contain a product to be applied by the brush.

85. The system of claim 84, further comprising product contained in the reservoir, wherein the product is a hair product.

86. The system of claim 85, wherein the product is mascara.

87. The system of claim 84, further comprising a wiper associated with the reservoir.

88. The system of claim 84, wherein the brush comprises a cap configured to close the reservoir.

89. A method of applying product to keratinous fibers, comprising:

providing the brush of claim 61;

loading the brush with product; and

applying the product to keratinous fibers with the brush.

90. The method of claim 89, wherein the keratinous fibers are eyelashes.

91. A brush comprising:

a core curved along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature; and

a plurality of bristles connected to the core, the bristles defining a cross-section of the brush that varies over at least a portion of the length of the core in a manner that is not geometrically similar,

wherein the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature, and

wherein, when the core is straightened, ends of the bristles define at least one notch, the notch being concave in at least one plane intersecting the notch.

92. The brush of claim 91, wherein the brush comprises at least three side faces having shapes differing from one another.

93. The brush of claim 91, wherein the notch has a maximum width between ends of the notch.

94. The brush of claim 91, wherein the notch is concave in a direction substantially perpendicular to the core.

95. The brush of claim 93, wherein the notch is partially cylindrical about an axis perpendicular to the axis of the core when the core is straightened.

96. The brush of claim 93, wherein, when the core is straightened, the bristles define an odd number of notches.

97. The brush of claim 96, wherein the number of notches is one of three, five, and seven.

98. The brush of claim 91, wherein, when the core is straightened, the bristles define at least four side faces, two of the four side faces being substantially planar and two of the four side faces not being substantially planar, wherein the two substantially planar side faces are adjacent to one another and the two side faces that are not substantially planar are adjacent to one another.

99. The brush of claim 91, wherein the bristles define at least one cross-section that is substantially rectangular, and wherein, when the core is straightened, the bristles define two adjacent substantially planar faces and two adjacent concave faces.

100. The brush of claim 91, wherein, when the core is straightened, the bristles define a general peanut shape having at least one flat side.

101. The brush of claim 91, wherein, when the core is straightened, the bristles define a general peanut shape having at least three substantially planar facets defining a substantially triangular shaped cross-section along a portion of the length of the brush.

102. The brush of claim 91, wherein the brush is made from a blank having a general shape chosen from a substantially bullet shape, a substantially peanut shape, a substantially buoy shape, a substantially fish shape, a substantially hourglass shape, and a substantially football shape.

103. The brush of claim 102, wherein the bristles define a cross-section having at least one of a maximum cross-sectional area and a minimum cross-sectional area located between two axial ends of the brush.

104. The brush of claim 91, wherein the core is located off-center in the cross-section of the brush over at least a portion of the length of the brush.

105. The brush of claim 91, wherein the core comprises a twisted wire core having one of a left-hand pitch and a right-hand pitch.

106. The brush of claim 105, further comprising a stem connected to the core and having an axis, the stem being located at one end of the core, the core having a left-hand pitch and being curved in a manner so as to decrease inclination of helical sheets formed by ends of the bristles relative to the axis of the stem in a direction facing away from the stem.

107. The brush of claim 91, wherein the bristles have differing lengths.

108. The brush of claim 107, wherein longer bristles define an envelope surface defining a volume containing shorter bristles.

109. The brush of claim 91, wherein the cross-section includes peripheral steps over at least a portion of the length of the core.

110. The brush of claim 91, wherein the core passes through the center of the cross-section of the brush at at least one location along the length of the core and the core passes through a point other than the center of the cross-section of the brush at at least one location along the length of the core.

111. The brush of claim 110, further comprising a stem connected to the core, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located adjacent the stem.

112. The brush of claim 110, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located at a free end of the core.

113. A system comprising:

the brush of claim 91; and

a reservoir configured to contain a product to be applied by the brush.

114. The system of claim 113, further comprising product contained in the reservoir, wherein the product is a hair product.

115. The system of claim 114, wherein the product is mascara.

116. The system of claim 113, further comprising a wiper associated with the reservoir.

117. The system of claim 113, wherein the brush comprises a cap configured to close the reservoir.

118. A method of applying product to keratinous fibers, comprising:

providing the brush of claim 91;

loading the brush with product; and

applying the product to keratinous fibers with the brush.

119. The method of claim 118, wherein the keratinous fibers are eyelashes.

120. A brush comprising:

a core curved along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature, the curve having a convex side and a concave side; and

a plurality of bristles connected to the core, the bristles comprising ends defining an envelope surface of the brush and the bristles defining a cross-section of the brush that varies over at least a portion of the length of the core in a manner that is not geometrically similar,

wherein the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature, and

wherein the envelope surface on the convex side of the curve defines a substantially planar surface along at least a portion of the length of the brush, the substantially planar surface intersecting the plane of curvature.

121. The brush of claim 120, wherein the brush comprises at least three side faces having shapes differing from one another.

122. The brush of claim 120, wherein, when the core is straightened, the bristles define a notch defining a maximum width between ends of the notch.

123. The brush of claim 120, wherein, when the core is straightened, the bristles define a notch, the notch being concave in a direction substantially perpendicular to the core.

124. The brush of claim 122, wherein the notch is partially cylindrical about an axis perpendicular to the axis of the core when the core is straightened.

125. The brush of claim 122, wherein the notch is concave.

126. The brush of claim 122, wherein, when the core is straightened, the bristles define an odd number of notches.

127. The brush of claim 126, wherein the number of notches is one of three, five, and seven.

128. The brush of claim 120, wherein, when the core is straightened, the bristles define at least four side faces, two of the four side faces being substantially planar and two of the four side faces not being substantially planar, wherein the two substantially planar side faces are adjacent to one another and the two side faces that are not substantially planar are adjacent to one another.

129. The brush of claim 120, wherein the bristles define at least one cross-section that is substantially rectangular, and wherein, when the core is straightened, the bristles define two adjacent substantially planar faces and two adjacent concave faces.

130. The brush of claim 120, wherein, when the core is straightened, the bristles define a general peanut shape having at least one flat side.

131. The brush of claim 120, wherein, when the core is straightened, the bristles define a general peanut shape having at least three substantially planar facets defining a substantially triangular shaped cross-section along a portion of the length of the brush.

132. The brush of claim 120, wherein the brush is made from a blank having a general shape chosen from a substantially bullet shape, a substantially peanut shape, a substantially buoy shape, a substantially fish shape, a substantially hourglass shape, and a substantially football shape.

133. The brush of claim 132, wherein the bristles define a cross-section having at least one of a maximum cross-sectional area and a minimum cross-sectional area located between two axial ends of the brush.

134. The brush of claim 120, wherein the core is located off-center in the cross-section of the brush over at least a portion of the length of the brush.

135. The brush of claim 120, wherein the core comprises a twisted wire core having one of a left-hand pitch and a right-hand pitch.

136. The brush of claim 135, further comprising a stem connected to the core and having an axis, the stem being located at one end of the core, the core having a left-hand pitch and being curved in a manner so as to decrease inclination of helical sheets formed by ends of the bristles relative to the axis of the stem in a direction facing away from the stem.

137. The brush of claim 120, wherein the bristles have differing lengths.

138. The brush of claim 137, wherein the bristles comprise longer bristles having ends defining the envelope surface and shorter bristles contained within a volume defined by the envelope surface.

139. The brush of claim 120, wherein the cross-section includes peripheral steps over at least a portion of the length of the core.

140. The brush of claim 120, wherein the core passes through the center of the cross-section of the brush at at least one location along the length of the core and the core passes through a point other than the center of the cross-section of the brush at at least one location along the length of the core.

141. The brush of claim 140, further comprising a stem connected to the core, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located adjacent the stem.

142. The brush of claim 140, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located at a free end of the core.

143. A system comprising:

the brush of claim 120; and

a reservoir configured to contain a product to be applied by the brush.

144. The system of claim 143, further comprising product contained in the reservoir, wherein the product is a hair product.

145. The system of claim 144, wherein the product is mascara.

146. The system of claim 143, further comprising a wiper associated with the reservoir.

147. The system of claim 143, wherein the brush comprises a cap configured to close the reservoir.

148. A method of applying product to keratinous fibers, comprising:

providing the brush of claim 120;

loading the brush with product; and

applying the product to keratinous fibers with the brush.

149. The method of claim 148, wherein the keratinous fibers are eyelashes.

150. A brush comprising:

a core curved along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature, the curve having a convex side and a concave side; and

a plurality of bristles connected to the core, the bristles comprising ends defining an envelope surface of the brush and the bristles defining a cross-section of the brush that

varies over at least a portion of the length of the core in a manner that is not geometrically similar,

wherein the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature, and

wherein, in the plane of curvature, the envelope surface on the convex side of the curve defines a substantially rectilinear edge along at least a portion of the length of the brush.

151. The brush of claim 150, wherein the brush comprises at least three side faces having shapes differing from one another.

152. The brush of claim 150, wherein, when the core is straightened, the bristles define a notch defining a maximum width between ends of the notch.

153. The brush of claim 150, wherein, when the core is straightened, the bristles define a notch, the notch being concave in a direction substantially perpendicular to the core.

154. The brush of claim 152, wherein the notch is partially cylindrical about an axis perpendicular to the axis of the core when the core is straightened.

155. The brush of claim 152, wherein the notch is concave.

156. The brush of claim 152, wherein, when the core is straightened, the bristles define an odd number of notches.

157. The brush of claim 156, wherein the number of notches is one of three, five, and seven.

158. The brush of claim 150, wherein, when the core is straightened, the bristles define at least four side faces, two of the four side faces being substantially planar and two

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of the four side faces not being substantially planar, wherein the two substantially planar side faces are adjacent to one another and the two side faces that are not substantially planar are adjacent one another.

159. The brush of claim 150, wherein the bristles define at least one cross-section that is substantially rectangular, and wherein, when the core is straightened, the bristles define two adjacent substantially planar faces and two adjacent concave faces.

160. The brush of claim 150, wherein, when the core is straightened, the bristles define a general peanut shape having at least one flat side.

161. The brush of claim 150, wherein, when the core is straightened, the bristles define a general peanut shape having at least three substantially planar facets defining a substantially triangular shaped cross-section along a portion of the length of the brush.

162. The brush of claim 150, wherein the brush is made from a blank having a general shape chosen from a substantially bullet shape, a substantially peanut shape, a substantially buoy shape, a substantially fish shape, a substantially hourglass shape, and a substantially football shape.

163. The brush of claim 162, wherein the bristles define a cross-section having at least one of a maximum cross-sectional area and a minimum cross-sectional area located between two axial ends of the brush.

164. The brush of claim 150, wherein the core is located off-center in the cross-section of the brush over at least a portion of the length of the brush.

165. The brush of claim 150, wherein the core comprises a twisted wire core having one of a left-hand pitch and a right-hand pitch.

166. The brush of claim 165, further comprising a stem connected to the core and having an axis, the stem being located at one end of the core, the core having a left-hand

pitch and being curved in a manner so as to decrease inclination of helical sheets formed by ends of the bristles relative to the axis of the stem in a direction facing away from the stem.

167. The brush of claim 150, wherein the bristles have differing lengths.

168. The brush of claim 167, wherein the bristles comprise longer bristles having ends defining the envelope surface and shorter bristles contained within a volume defined by the envelope surface.

169. The brush of claim 150, wherein the cross-section includes peripheral steps over at least a portion of the length of the core.

170. The brush of claim 150, wherein the core passes through the center of the cross-section of the brush at at least one location along the length of the core and the core passes through a point other than the center of the cross-section of the brush at at least one location along the length of the core.

171. The brush of claim 170, further comprising a stem connected to the core, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located adjacent the stem.

172. The brush of claim 170, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located at a free end of the core.

173. A system comprising:

the brush of claim 150; and

a reservoir configured to contain a product to be applied by the brush.

174. The system of claim 173, further comprising product contained in the reservoir, wherein the product is a hair product.

175. The system of claim 174, wherein the product is mascara.

176. The system of claim 173, further comprising a wiper associated with the reservoir.

177. The system of claim 173, wherein the brush comprises a cap configured to close the reservoir.

178. A method of applying product to keratinous fibers, comprising:

providing the brush of claim 150;

loading the brush with product; and

applying the product to keratinous fibers with the brush.

179. The method of claim 178, wherein the keratinous fibers are eyelashes.

180. A brush comprising:

a core curved along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature;

a plurality of bristles connected to the core, the bristles defining a cross-section of the brush that varies over at least a portion of the length of the core in a manner that is not geometrically similar,

wherein the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature; and

a stem having an end portion connected to the core, the end portion of the stem defining an axis,

wherein the brush has a free end being not aligned with the axis of the end portion of the stem.

181. The brush of claim 180, wherein the brush comprises at least three side faces having shapes differing from one another.

182. The brush of claim 180, wherein, when the core is straightened, the bristles define a notch defining a maximum width between ends of the notch.

183. The brush of claim 180, wherein, when the core is straightened, the bristles define a notch, the notch being concave in a direction substantially perpendicular to the core.

184. The brush of claim 182, wherein the notch is partially cylindrical about an axis perpendicular to the axis of the core when the core is straightened.

185. The brush of claim 182, wherein the notch is concave.

186. The brush of claim 182, wherein, when the core is straightened, the bristles define an odd number of notches.

187. The brush of claim 186, wherein the number of notches is one of three, five, and seven.

188. The brush of claim 180, wherein, when the core is straightened, the bristles define at least four side faces, two of the four side faces being substantially planar and two of the four side faces not being substantially planar, wherein the two substantially planar side faces are adjacent to one another and the two side faces that are not substantially planar are adjacent to one another.

189. The brush of claim 180, wherein the bristles define at least one cross-section that is substantially rectangular, and wherein, when the core is straightened, the bristles define two adjacent substantially planar faces and two adjacent concave faces.

190. The brush of claim 180, wherein, when the core is straightened, the bristles define a general peanut shape having at least one flat side.

191. The brush of claim 180, wherein, when the core is straightened, the bristles define a general peanut shape having at least three substantially planar facets defining a substantially triangular shaped cross-section along a portion of the length of the brush.

192. The brush of claim 180, wherein the brush is made from a blank having a general shape chosen from a substantially bullet shape, a substantially peanut shape, a substantially buoy shape, a substantially fish shape, a substantially hourglass shape, and a substantially football shape.

193. The brush of claim 192, wherein the bristles define a cross-section having at least one of a maximum cross-sectional area and a minimum cross-sectional area located between two axial ends of the brush.

194. The brush of claim 180, wherein the core is located off-center in the cross-section of the brush over at least a portion of the length of the brush.

195. The brush of claim 180, wherein the core comprises a twisted wire core having one of a left-hand pitch and a right-hand pitch.

196. The brush of claim 195, wherein the core has a left-hand pitch and is curved in a manner so as to decrease inclination of helical sheets formed by ends of the bristles relative to the axis of the stem in a direction facing away from the stem.

197. The brush of claim 180, wherein the bristles have differing lengths.

198. The brush of claim 197, wherein longer bristles define an envelope surface defining a volume containing shorter bristles.

199. The brush of claim 180, wherein the cross-section includes peripheral steps over at least a portion of the length of the core.

200. The brush of claim 180, wherein the core passes through the center of the cross-section of the brush at at least one location along the length of the core and the core

passes through a point other than the center of the cross-section of the brush at at least one location along the length of the core.

201. The brush of claim 200, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located adjacent the stem.

202. The brush of claim 200, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located at a free end of the core.

203. A system comprising:

the brush of claim 180; and

a reservoir configured to contain a product to be applied by the brush.

204. The system of claim 203, further comprising product contained in the reservoir, wherein the product is a hair product.

205. The system of claim 204, wherein the product is mascara.

206. The system of claim 203, further comprising a wiper associated with the reservoir.

207. The system of claim 203, wherein the brush comprises a cap configured to close the reservoir.

208. A method of applying product to keratinous fibers, comprising:

providing the brush of claim 180;

loading the brush with product; and

applying the product to keratinous fibers with the brush.

209. The method of claim 208, wherein the keratinous fibers are eyelashes.

210. A brush comprising:

a core curved along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature; and

a plurality of bristles connected to the core, the bristles defining a cross-section of the brush that varies over at least a portion of the length of the core in a manner that is not geometrically similar,

wherein the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature, and

wherein along at least a portion of the length of the brush, the cross-section of the brush has a varying width dimension, the width dimension passing through the core and being perpendicular to the plane of curvature.

211. The brush of claim 210, wherein the brush comprises at least three side faces having shapes differing from one another.

212. The brush of claim 210, wherein, when the core is straightened, the bristles define a notch defining a maximum width between ends of the notch.

213. The brush of claim 210, wherein, when the core is straightened, the bristles define a notch, the notch being concave in a direction substantially perpendicular to the core.

214. The brush of claim 212, wherein the notch is partially cylindrical about an axis perpendicular to the axis of the core when the core is straightened.

215. The brush of claim 212, wherein the notch is concave.

216. The brush of claim 212, wherein, when the core is straightened, the bristles define an odd number of notches.

217. The brush of claim 216, wherein the number of notches is one of three, five, and seven.

218. The brush of claim 210, wherein, when the core is straightened, the bristles define at least four side faces, two of the four side faces being substantially planar and two of the four side faces not being substantially planar, wherein the two substantially planar side faces are adjacent to one another and the two side faces that are not substantially planar are adjacent to one another.

219. The brush of claim 210, wherein the bristles define at least one cross-section that is substantially rectangular, and wherein, when the core is straightened, the bristles define two adjacent substantially planar faces and two adjacent concave faces.

220. The brush of claim 210, wherein, when the core is straightened, the bristles define a general peanut shape having at least one flat side.

221. The brush of claim 210, wherein, when the core is straightened, the bristles define a general peanut shape having at least three substantially planar facets defining a substantially triangular shaped cross-section along a portion of the length of the brush.

222. The brush of claim 210, wherein the brush is made from a blank having a general shape chosen from a substantially bullet shape, a substantially peanut shape, a substantially buoy shape, a substantially fish shape, a substantially hourglass shape, and a substantially football shape.

223. The brush of claim 222, wherein the bristles define a cross-section having at least one of a maximum cross-sectional area and a minimum cross-sectional area located between two axial ends of the brush.

224. The brush of claim 210, wherein the core is located off-center in the cross-section of the brush over at least a portion of the length of the brush.

225. The brush of claim 210, wherein the core comprises a twisted wire core having one of a left-hand pitch and a right-hand pitch.

226. The brush of claim 225, further comprising a stem connected to the core and having an axis, the stem being located at one end of the core, the core having a left-hand pitch and being curved in a manner so as to decrease inclination of helical sheets formed by ends of the bristles relative to the axis of the stem in a direction facing away from the stem.

227. The brush of claim 210, wherein the bristles have differing lengths.

228. The brush of claim 227, wherein longer bristles define an envelope surface defining a volume containing shorter bristles.

229. The brush of claim 210, wherein the cross-section includes peripheral steps over at least a portion of the length of the core.

230. The brush of claim 210, wherein the core passes through the center of the cross-section of the brush at at least one location along the length of the core and the core passes through a point other than the center of the cross-section of the brush at at least one location along the length of the core.

231. The brush of claim 230, further comprising a stem connected to the core, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located adjacent the stem.

232. The brush of claim 230, wherein the at least one location along the length of the core where the core passes through the center of the cross-section of the brush is located at a free end of the core.

233. A system comprising:

the brush of claim 210; and

a reservoir configured to contain a product to be applied by the brush.

234. The system of claim 233, further comprising product contained in the reservoir, wherein the product is a hair product.

235. The system of claim 234, wherein the product is mascara.

236. The system of claim 233, further comprising a wiper associated with the reservoir.

237. The system of claim 233, wherein the brush comprises a cap configured to close the reservoir.

238. A method of applying product to keratinous fibers, comprising:

providing the brush of claim 210;

loading the brush with product; and

applying the product to keratinous fibers with the brush.

239. The method of claim 238, wherein the keratinous fibers are eyelashes.

240. A method of manufacturing a brush, comprising:

providing a blank comprising

a core,

a plurality of bristles connected to the core, the bristles defining a cross-section of the blank that varies over at least a portion of the length of the core in a manner that is not geometrically similar, and

at least one face having a non-planar shape; and

curving the core along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature,

wherein the curving causes the at least one face to become substantially planar shaped, and

wherein the blank is transformed into a brush and the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature.

241. The method of claim 240, wherein the blank comprises at least one additional face having a substantially planar shape.

242. The method of claim 241, wherein the curving causes the at least one additional face to become non-planar.

243. The method of claim 242, wherein the curving causes the at least one additional face to become substantially convex shaped.

244. The method of claim 242, wherein the curving causes the at least one additional face to become substantially concave shaped.

245. The method of claim 240, wherein the at least one face of the blank has a substantially concave shape.

246. The method of claim 240, wherein the at least one face of the blank has a substantially convex shape.

247. The method of claim 240, wherein the curving comprises curving the core in a plane of curvature perpendicular to the at least one face of the blank.

248. The method of claim 240, wherein the blank further comprises at least one additional face having a substantially concave shape, wherein the curving causes the at least one additional face to become substantially convex shaped.

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249. The method of claim 240, wherein the blank further comprises at least one additional face having a substantially convex shape, wherein the curving causes the at least one additional face to become substantially concave shaped.

250. The method of claim 240, wherein the plane of curvature defines a plane of symmetry for the at least one face.

251. The method of claim 240, wherein the bristles of the blank comprise ends defining an envelope surface having a general shape chosen from a substantially cylindrical shape having a substantially circular cross-section, a substantially peanut shape, a substantially buoy shape, and a substantially fish shape.

252. The method of claim 240, wherein the core is a twisted wire core having a left-hand pitch.

253. The method of claim 240, wherein the brush is configured so that the core passes through the center of the cross-section of the brush at at least one location along the length of the core.

254. The method of claim 240, wherein the curve has a convex side and a concave side, wherein the bristles comprise ends defining an envelope surface, and wherein, in the plane of curvature, the distance from the convex side of the curve to the envelope surface varies along at least a portion of the length of the core.

255. The method of claim 240, wherein the bristles of the blank comprise bristle ends defining at least one notch having a maximum width located between ends of the notch spaced apart from one another along the length of the blank.

256. The method of claim 240, wherein the bristles of the blank comprise bristle ends defining at least one notch, the notch being concave in at least one plane intersecting the notch.

257. The method of claim 240, wherein the curve has a convex side and a concave side, wherein the bristles comprise ends defining an envelope surface, and wherein the envelope surface on the convex side of the curve defines a substantially planar surface along at least a portion of the length of the brush, the substantially planar surface intersecting the plane of curvature.

258. The method of claim 240, wherein the curve has a convex side and a concave side, wherein the bristles comprise ends defining an envelope surface, and wherein, in the plane of curvature, the envelope surface on the convex side of the curve defines a substantially rectilinear edge along at least a portion of the length of the brush.

259. The method of claim 240, wherein the brush comprises a stem having an end portion connected to the core, the end portion of the stem defining an axis, and wherein the brush has a free end being not aligned with the axis of the end portion of the stem.

260. The method of claim 240, wherein the brush is configured so that along at least a portion of the length of the brush, the cross-section of the brush has a varying width dimension, the width dimension passing through the core and being perpendicular to the plane of curvature.

261. The method of claim 240, wherein the core of the blank is substantially rectilinear.

262. The method of claim 240, wherein the blank comprises a stem connected to the core.

263. The method of claim 240, further comprising connecting a stem to the core.

264. A brush manufactured according to the method of claim 240.

265. The method of claim 240, wherein the blank comprises at least one edge having a substantially rectilinear shape, and wherein the curving causes the at least one edge to become non-rectilinear shaped.

266. The method of claim 265, wherein the curving causes the at least one edge to become convex shaped.

267. The method of claim 265, wherein the curving causes the at least one edge to become concave shaped.

268. The method of claim 240, wherein the blank comprises at least one non-rectilinear edge, and wherein the curving causes the at least one non-rectilinear edge to become substantially rectilinear.

269. The method of claim 268, wherein the at least one non-rectilinear edge of the blank has a concave shape.

270. The method of claim 268, wherein the at least one non-rectilinear edge of the blank has a convex shape.

271. The method of claim 240, wherein the at least one face extends partially along the length of the core.

272. A method of manufacturing a brush, comprising:

providing a blank comprising

a core,

a plurality of bristles connected to the core, the bristles defining a cross-section of the blank that varies over at least a portion of the length of the core in a manner that is not geometrically similar, and

at least one edge having a non-rectilinear shape; and

curving the core along at least a portion of its length so that an axis of the core defines a curve in a plane of curvature,

wherein the curving causes the at least one edge to become substantially rectilinear shaped, and

wherein the blank is transformed into a brush and the cross-section of the brush at at least one position along the length of the core is substantially asymmetric in relation to a plane perpendicular to the plane of curvature.

273. The method of claim 272, wherein the plane of curvature contains the at least one edge.

274. The method of claim 272, wherein the blank comprises at least one face having a substantially planar shape.

275. The method of claim 274, wherein the curving causes the at least one face to become non-planar.

276. The method of claim 275, wherein the curving causes the at least one face to become substantially convex shaped.

277. The method of claim 275, wherein the curving causes the at least one face to become substantially concave shaped.

278. The method of claim 272, wherein the blank further comprises at least one additional edge having a substantially concave shape, wherein the curving causes the at least one additional edge to become substantially convex shaped.

279. The method of claim 272, wherein the blank further comprises at least one additional edge having a substantially convex shape, wherein the curving causes the at least one additional edge to become substantially concave shaped.

280. The method of claim 272, wherein the bristles of the blank comprise ends defining an envelope surface having a general shape chosen from a substantially cylindrical shape having a substantially circular cross-section, a substantially peanut shape, a substantially buoy shape, and a substantially fish shape.

281. The method of claim 272, wherein the core is a twisted wire core having a left-hand pitch.

282. The method of claim 272, wherein the brush is configured so that the core passes through the center of the cross-section of the brush at at least one location along the length of the core.

283. The method of claim 272, wherein the curve has a convex side and a concave side, wherein the bristles comprise ends defining an envelope surface, and wherein, in the plane of curvature, the distance from the convex side of the curve to the envelope surface varies along at least a portion of the length of the core.

284. The method of claim 272, wherein the bristles of the blank comprise bristle ends defining at least one notch having a maximum width located between ends of the notch spaced apart from one another along the length of the blank.

285. The method of claim 272, wherein the bristles of the blank comprise bristle ends defining at least one notch, the notch being concave in at least one plane intersecting the notch.

286. The method of claim 272, wherein the curve has a convex side and a concave side, wherein the bristles comprise ends defining an envelope surface, and wherein the envelope surface on the convex side of the curve defines a substantially planar surface along at least a portion of the length of the brush, the substantially planar surface intersecting the plane of curvature.

287. The method of claim 272, wherein the curve has a convex side and a concave side, wherein the bristles comprise ends defining an envelope surface, and wherein, in the plane of curvature, the envelope surface on the convex side of the curve defines a substantially rectilinear edge along at least a portion of the length of the brush.

288. The method of claim 272, wherein the brush comprises a stem having an end portion connected to the core, the end portion of the stem defining an axis, and wherein the brush has a free end being not aligned with the axis of the end portion of the stem.

289. The method of claim 272, wherein the brush is configured so that along at least a portion of the length of the brush, the cross-section of the brush has a varying width dimension, the width dimension passing through the core and being perpendicular to the plane of curvature.

290. The method of claim 272, wherein the core of the blank is substantially rectilinear.

291. The method of claim 272, wherein the blank comprises a stem connected to the core.

292. The method of claim 272, further comprising connecting a stem to the core.

293. A brush manufactured according to the method of claim 272.

294. The method of claim 272, wherein the blank comprises at least one additional edge having a substantially rectilinear shape, and wherein the curving causes the at least one edge to become non-rectilinear shaped.

295. The method of claim 294, wherein the curving causes the at least one additional edge to become convex shaped.

296. The method of claim 294, wherein the curving causes the at least one additional edge to become concave shaped.

297. The method of claim 272, wherein the at least one edge extends partially along the length of the core.

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